

California Avocado Retail Availability Expands

The California Avocado Commission's (CAC) retail marketing directors (RMDs) maintain close contact with retailers and handlers throughout the season, helping to facilitate smooth inventory transitions to California avocados.

Retail distribution of California avocados began in January with small, local retailers showcasing Big Game promotions. In March and April, retail distribution expanded to retailers located within and beyond California, with more significant retail distribution from May to early summer as the volume of harvested fruit increased.

California Avocado Retail Distribution Snapshot June 1, 2020



At press time, California avocados were available at:

• **California retailers including:**

Bristol Farms
Food 4 Less
FoodMaxx
Gelson's
Lucky Supermarkets
Lunardi's Markets
Mercado Mi Tierra
Mollie Stone's
Nugget Markets
Raley's
Ralphs
Save Mart Supermarkets
Sprouts
Stater Bros.
Whole Foods

• **The Fresh Market** (Alabama, Arkansas, Connecticut, Delaware, Florida, Georgia, Illinois, Indiana, Kentucky, Louisiana, Maryland, Massachusetts, Mississippi, New Jersey, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, South Carolina, Tennessee, Virginia)

• **Hy-Vee** (Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, South Dakota, Wisconsin)

• **New Seasons Market** (Oregon)

• **PCC Community Markets** (Washington)

• **Schnucks** (Illinois, Indiana, Missouri, Wisconsin)

• **Sprouts** (Arizona, California)

• **Sam's Club** (Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming)

• **Walmart** (Arizona, California, Colorado, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, Wyoming)

The California avocado online store locator tool makes it simple for consumers to locate where they can find fresh California avocados. CAC quickly updates the online store locator to reflect changes in distribution ensuring consumers have the most up-to-date information concerning the fruit's availability. While most produce promotions were on hold due to the coronavirus situation, when California avocado retail (and foodservice) promotions resume these also are updated in the store locator tool.

By maintaining communication with targeted retailers throughout the season and integrating that information with the Commission's online store locator tool, CAC efficiently and effectively grows awareness of California avocados and encourages consumers to visit retailers where the fresh fruit is readily available in season. 🥑



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